

**Vermont Tobacco Evaluation and Review Board**  
**Community & School Programs Committee Meeting**  
**January 13, 2015**

Minutes

Present: Amy Tucker (FDA), Amy Brewer (chair), Rebecca Ryan (ALA), Sarah Wylie (VDH), Rhonda Williams (VDH), Cathy Hazlett (Health Connections), Kate O'Neill

Continuing the visioning process and looking at the budget

Maybe we should be asking for more than a level budget. We need to ask for the right amount – the amount needed to achieve our goals. Our agreement is in place FY 14-16 so we are talking about what we need going forward beyond FY16.

We would like to consider our strengths as a comprehensive program and use that as a basis for considering where we want to go and how much is needed to accomplish our goals.

For example, a larger amount of community coalition funding is necessary to grow, expand, increase reach and achieve better results. \$40K over a large service area serves far less than previous funding of \$60-70K per community coalition. Reaching out to community mental health centers will likely take much longer than other community coalition work.

With regard to schools, much more school funding is necessary to address comprehensive prevention efforts. We can engage youth more often in prevention activity and engage them in more community based work but this requires more funding to do more robust integration.

We are transitioning treatment centers to smoke-free campus initiative. This takes more time, effort and energy.

Remembering that RTI has a deliverable to us: if we aren't going to achieve our 2020 goals at the pace we are on now, what will it take? What actions do we need to have in place?

*Action: Kate will follow up with RTI on this plan.*

Looking at VDH draft budget, the biggest change is the elimination of VKAT/OVX. Training budget is also going to be much smaller. The community coalition line item is remaining level funded. VDH wants to keep that minimum, even as they recognize it is far less and optimum.

## Youth Engagement and Youth Asset Development

Eliminating VKAT/OVX is problematic since it means a lack of ability of community coalitions to organize students in a school.

We need to determine plan for looking at models from other states (look at youth data mapping, look at regions in our state that are doing great work, what other funding models work) to inform our recommendations to the Board.

Sarah shared cigarette use prevalence across US (source: YRBSS 2013) and by county. Highest youth prevalence counties are also areas that have youth groups. She also shared examples of tobacco youth engagement programs. Movement seems to be toward youth engagement as an important component of community engagement work but not as a separate school-based initiative. She is considering that rather than making it a required component of a coalition grant for youth engagement, this could be a suggested component to engage youth with additional funding for coalitions that choose that strategy, since without VKAT/OVX, requiring student engagement could be difficult for some coalitions.

The committee would like to maintain an infrastructure around OVX/VKAT and engage AOE with a synergistic opportunity to maximize dollars around youth engagement/youth asset development. There is VDH-AOE openness and willingness to work together looking at funding in ways that best meets the goals of our two funding streams.

Maybe instead of RFP, put offer of funding out there to coalitions with a menu of options to engage youth. And if AOE is funding schools for youth asset development we would like to build ways in which grantees could be working together from both VDH and AOE funds for youth asset development. We can explore when to talk more formally with the new team member at AOE.

*Action: Community and school programs committee would like to make a recommendation to the board to move in this direction.*

*Action: Sarah will write up a paragraph about youth engagement/asset development and the VDH and AOE funds working together toward achieving that in schools and communities so the committee can weigh in.*

If we wanted to do an advisory team or panel and get direct input from youth, this can be done virtually. We all want the same thing and that is to not lose the youth mobilization movement. We don't want to lose our youth infrastructure.

#### VDH strategic planning process update

VDH is still working on the strategic planning process and still wants VTERB to engage in the funding piece of it to be sure that VTERB is okay with how funding is used for tobacco portion of overall strategic plan.

#### Enforcement

From a coalition point of view, we would love to see tobacco products (including tobacco substitutes) no longer visible in the store. They would also love to decouple alcohol and tobacco licenses. This could be a great source of community-based work. Who changes the penalties for youth access violations? Penalty is just not big enough for corporate convenience stores. It is impactful for mom-and-pop stores, but not a big deal for the chains. We need to get more out to the public around the impact of this. Because changing social norms is critical to this. Also, there may be some stores that wouldn't bother selling tobacco if it were expensive to obtain license or even if it had to be applied for separately.

FDA has a website spreadsheet of compliance checks for the year.

As of Monday, 999 (plus four more coming) audits have been completed. Next up: cleaning data, and training and supporting community groups in doing community needs assessments using data, mass media release events, and ensuring that all community groups have customized communications materials. Sarah is getting an intern to help with all this work: a biostatistics major from UVM.

As we are looking at data let's remember the LOLS to help inform where we go with our education, outreach and communications.

*Action: Amy Tucker will reach out to learn more from Florida's enforcement program that might help us to learn more about what we can be doing here in VT.*

For next time:

RTIs recommendations for how we better achieve our goals.

Amy Tucker will report on what she learns from Florida

We will discuss further our ideas for creating greater synergy between AOE and VDH youth funding and programs.

Talk about how to push objective around point of sale policy change and whether this is something for VTERB to engage in.

Sarah wanted to publicly thank the coalitions for the enormous task and their hard work in completing the store audits. Amy and Cathy acknowledged the challenge and noted there were some unexpected benefits to having done this work in terms of relationship building, and good food.

**Next meeting: March 10, 2015**

**AHS Mountain View Conference Room, 208 Hurricane Lane, Williston 1:00-3:00pm**